

4th Annual Conference on Building Resilience through Public-Private Partnerships

Wednesday, October 15, 2014
U.S. Chamber of Commerce
1615 H Street, NW
Washington, DC 20062
7:30 a.m. – 5:00 p.m.

- 7:30 a.m. – 8:30 a.m. Registration & Continental Breakfast Social
- 8:30 a.m. – 8:40 a.m. Welcome
- 8:40 a.m. – 8:50 a.m. Opening Remarks/ Introduction of Keynote Speaker
- **Alfonso “Al” Martinez-Fonts Jr.**, Vice-President, U.S. Chamber of Commerce and Executive Vice-President, U.S. Chamber of Commerce Foundation
- 8:50 a.m. – 9:35 a.m. Keynote: *The Road Ahead for Partnership*
U.S. Department of Homeland Security Secretary Jeh Charles Johnson
- 9:35 a.m. – 9:50 a.m. Break
- 9:50 a.m. – 10:50 a.m. Plenary Panel 1: ***The Evolving Threat Environment***
In today’s evolving threat environment, government and private sector alike are thinking broadly about the array of risks they face—including climate adaptation and extreme weather, cyber threats, acts of terrorism, and aging and failing components—and the impact these risks can have on our national and economic security. This unclassified briefing will present emerging and observed threats from government intelligence leaders, risk experts, and corporate CIOs, and set the foundation to examine how preparedness and resilience efforts can reduce the likelihood and/or impact of these threats.
- 10:50 a.m. – 11:10 a.m. NETWORKING BREAK
- 11:10 a.m. – 12:10 p.m. Plenary Panel 2: ***The Interconnected World: Challenges and Opportunities***
In the face of an evolving risk environment, Administration policy including Presidential Policy Directive (PPD) 8 on *National Preparedness*, Executive Order 13636 on *Improving Critical Infrastructure Cybersecurity*, and PPD 21 on *Critical Infrastructure Security and Resilience* underscores the need for our nation to think broadly about the way we manage security and resilience across the essential services and products we rely on. Public-private partnerships bring together the unique capabilities of government and the private sector to identify solutions to emerging risks and manage the consequences of incidents. This panel will discuss risk management and innovative ways the private sector can work with government – and vice versa – to prepare and protect their organizations and their communities from the threats.

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- 12:10 p.m. – 12:30 p.m. NETWORKING BREAK/PICK UP LUNCH
- 12:30 p.m. – 1:30 p.m. Lunch Keynote
David Kenny, CEO, Weather Channel
- 1:30 p.m. – 1:45 p.m. Transition to Breakout Sessions
- 1:45 p.m. – 2:40 p.m. Afternoon Breakout Sessions
(Attendees select two (2) 1 hour sessions. Format is four concurrent sessions – two intended for smaller target segments (40-60 people each) and one larger interest topic (180–200) to reflect available space).
- Option A1: Bridging the Cyber/Physical Connection**
Discussion will include interdependencies between cyber and physical security, vulnerabilities, risk management, mitigation efforts industry is taking, as well as recent Congressional activity on cybersecurity and innovative ways of working collaboratively toward improved cybersecurity in the power, telecom, and retail sectors.
- Option A2: Technology and Voluntary Capabilities**
Our society relies heavily on technology tools to meet and exceed business demands. Technology such as social media and mobile apps also changes the way we respond to disasters because it allows immediate access to data, resources and support. As each new disaster occurs, it creates a challenge in re-establishing our computer networks, telecommunications and other resources that requires specially skilled people to help in the response and recovery phase. During the workshop, we will explore the role of technology volunteers in disasters as well as collaborations with government and non-government organizations focused on community resilience.
- Option A3: Business Continuity and Corporate Philanthropy: Why Resilience is Good for the Corporate Will**
Many companies have business continuity and corporate philanthropy professionals that work on different aspects of disaster preparedness. Whether it is preparing the company for threats or working on community preparedness, this session will explore how working together makes sense to achieve true resilience. This session will also guide participants through available tools across the business continuity space to include templates, exercises and best practices.
- Option A4: Badging and Credentialing**
Gaining access to disaster areas is often difficult for businesses trying to get up and running quickly. Business recovery is critical to a community effectively returning to 'normal.' This session will explore solutions to the

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challenge of allowing people into a disaster area while also maintaining security. An update of developments on this topic since it was presented at the 2011 Conference will also be discussed.

2:40 -2:50 p.m.

Break

2:50 -3:50 p.m.

Second Set of Breakout Sessions

Option B1: Driving Mitigation and Resilience

Community recovery is a long and complicated process that is most easily achieved when the sectors are working together. Out of lessons learned from events such as Superstorm Sandy and Colorado Wild Fires, this breakout will consider topics such as: small business recovery support, long term coordination between businesses, government, and nonprofits, and utilizing recovery funds in an effective way to build resilience against future risk.

Option B2: Cross-sector Collaboration Opportunities Using Critical Infrastructure Big Data Analytics

The Asia-Pacific Institute for Resilience and Sustainability (AIRSTM) represents a public private partnership model to address complex issues around community resilience that integrates the physical, environmental, and cyber/informational aspects through a streamlined concept—Resilience By Design™. The AIRS partners from IBM, MIT, State of Hawaii and U.S. Pacific Command will discuss the strategy of how a true multi-sector collaboration can use big data analytics to deliver innovative solutions to the global community's most complex problems.

Option B3: Business Emergency Operations Centers – Maximizing Coordination at the State and Local Levels

The concept of Business Emergency Operations Centers (BEOCs) is taking root around the nation. This session will follow a facilitated roundtable format to discuss how BEOCs can most effectively coordinate private sector efforts to respond to and recover from disasters and best support situational awareness and information sharing. Join us to hear from some of the pioneering BEOCs, discuss newly emerging efforts, and network with peers from around the country who are building or maturing their own BEOC models.

Option B4: Volunteers and Donations

When disaster strikes, small to large organizations want to help! Offering volunteers, goods and services can be complicated and if not done correctly, can cause unnecessary challenges. This session will explore how organizations can become better connected with groups designed to accept, deliver, and manage assistance, and make the process more efficient and effective. Topics include supporting mass care, shelter, logistics, and in kind donation partnerships.

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| 3:50 p.m. – 4 p.m. | Return to Plenary Room |
| 4 p.m. – 5 p.m. | Wrap-up Session: 50 Big Ideas
Opportunity to bring back all individuals from breakout sessions and for audience members to discuss ideas and needs generated from the throughout the day as well as draw out ideas and best practices that attendees are implementing to increase resilience through partnerships within their respective organizations. |
| 5:00 p.m. – TBD | Networking Social (No host) |

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Thursday, October 16, 2014
U.S. Chamber of Commerce
1615 H Street NW, Washington, DC 20062
7:30 a.m. – 12 p.m.

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| 7:30 a.m. – 8:30 a.m. | Continental Breakfast Social |
| 8:30 a.m. – 8:45 a.m. | Welcome \ Recap of Previous Day |
| 8:45 a.m. – 10 a.m. | <p><u>Plenary panel: Public-Private Partnerships in Action</u></p> <p>Listen to success stories from regional partners and learn about the mutual progression of public and private partnerships during times of crisis. This panel will share best practices happening across the country and tips and tools for fostering resilience at the community level, with emphasis on the activity categories included in the NIPP's Call to Action.</p> |
| 10 a.m. - 10:15 a.m. | Break |
| 10:15 a.m. -11:30 a.m. | <p>Plenary: Leadership Roundtable</p> <p>Facilitated dialogue with CEOs/Senior Executives on strategic investment and practices to address interdependencies, business continuity planning, workforce preparedness; employee training; interdependencies; and economic resiliency.</p> |
| 11:30 am – 11:45 a.m. | Break |
| 11:45 a.m. – 12:15 p.m. | <p>Keynote</p> <p>FEMA Administrator Craig Fugate</p> |
| 12:15 p.m. – 12:30 p.m. | CLOSING REMARKS |